

## Message Text

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ACTION NEA-13

INFO OCT-01 ISO-00 AID-20 CIAE-00 COME-00 EB-11 FRB-02

INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SPC-03

CIEP-02 LAB-06 SIL-01 OMB-01 SAM-01 NSC-10 SS-20

STR-08 CEA-02 PA-04 PRS-01 USIA-15 L-03 DRC-01 /155 W

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FM AMEMBASSY AMMAN

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E.O. 11652: N/A

TAGS: BFOL, EFIN, JO

SUBJ: AMERICAN HOTEL PROJECTS IN JORDAN

REF: A. AMMAN 6112

B. AMMAN 6382

1. WITH COLLAPSE WINEGARDNER HOLIDAY INN PROJECT IN JORDAN, JORDANIANS APPROACHED HI PARENT COMPANY IN MEMPHIS FOR ASSISTANCE AND FRANCHISE. NAZZAL BROTHERS, WHO MAJOR SHARE HOLDERS ORIGINAL PROJECT, VISITED AND CORRESPONDED WITH HI TO OBTAIN FRANCHISE FOR JORDAN. ALI GHANDOUR, DIRECTOR, ROYAL JORDANIAN AIRLINES, AND MIKE ROSE, WINEGARDNER INTERNATIONAL LENT THEIR SUPPORT.

2. PETER FRICKEL, HOLIDAY INNS, MEMPHIS, RECENTLY COMPLETED VISIT JORDAN WHERE HE AGREED AWARD FRANCHISE TO NAZZALS AND PARTNERS FOR CONSTRUCTION HOLIDAY INNS IN JORDAN. PRESENT OWNERSHIP WILL BE 40 PERCENT NAZZALS, 20 PERCENT GOJ, AND 40 PERCENT ROYAL JORDANIAN. ALI GHANDOUR CLAIMS THAT 20 PERCENT RJ HOLDING WILL BE EQUITY INVESTMENT ON PART WORLD AIRWAYS, INC, OAKLAND, CALIF. ("CALL-ME-ED, DALY").

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3. NEW COMPANY WILL BE AWARDED FRANCHISE AS SOON AS CONTRACT DRAWN UP AND APPROVED BY JORDANIAN COUNCIL OF MINISTERS. NEW COMPANY USING ORIGINAL WINEGARDNER/GOJ CONTRACT WITH FEW MODIFICATIONS AS CONTRACT FOR PROJECT. MINTOUR, BARAKAT, SAYS APPROVAL FORTHCOMING SOONEST. FRICKEL OPTIMISTIC THAT GROUND BREAKING CAN OCCUR END FEBRUARY OR FIRST MARCH.

4. SITES WILL BE SAME AS IN ORIGINAL PROJECT, I.E., ON NAZZAL LAND IN AMMAN NEAR AL-DUSTOUR BUILDING AND IN AQABA BETWEEN TWO EXISTING HOTELS. ALL OTHER ESSENTIALS WILL ALSO REMAIN SAME. FRICKEL AND NAZZALS CLAIM GROUND LEVELING CAN COMMENCE IN FEBRUARY ONCE GROUND DRY FROM RECENT HEAVY RAIN AND SNOW FALLS.

5. FYI ONLY: HOLIDAY INN HAS APPARENTLY MADE DECISION CONCENTRATE ON MIDDLE EAST OVER NEXT FIVE YEARS. PREVIOUS INTERNATIONAL CONCENTRATION HAS BEEN IN EUROPE, BUT FOR ALL OBVIOUS REASONS, MIDDLE EAST NOW RECEIVING PRIORITY ATTENTION. END FYI.

6. MEANWHILE, MARRIOTT CORP. REPRESENTATIVES MADE ONE DAY VISIT AMMAN AND DEPARTED TELLING JORDANIANS THAT HE RETURNING WASHINGTON TO PREPARE PROPOSAL FOR MARRIOTT PROJECT IN JORDAN WHICH WILL BE AMMAN DELUXE HOTEL OF 350 ROOMS. PROPOSED SITES LOCATED ALONG WADI SIR ROAD FROM FOURTH CIRCLE WESTWARD. ACCORDING GHANDOUR, RJ WILL ALSO BE INVOLVED THIS PROJECT.

7. COMMENT: APPEARS THAT AMERICAN HOTELS FINALLY GOING-UP, BUT MORE IMPORTANTLY, IF GHANDOUR CAN BE BELIEVED, THERE WILL BE U.S. EQUITY PARTICIPATION. U.S. INVESTMENT IS WHAT WE AFTER ALL ALONG AND IS WHAT MADE WINEGARDNER PROPOSAL SO ATTRACTIVE. GRAHAM

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